through viewers, willing to maintain a record of their television viewing, representing a cross section based on sex, age, socio-economic groups etc.

(e) and (f) There is a proposal to telecast a programme explaining the different methods of getting feedback on programmes adopted by Doordarshan.

Sponsoring of Serials by Industrial Firms

6523. SHRI VIRENDRA KATARIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the names of top ten industrial houses/firms who have paid maximum sponsorship money to Doordarshan during 1992-93 and 1993-94; and

(b) whether there is any restriction on the number of serials which can be sponsored at a time by an industrial firm or concern; if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) The details for the period 1992 to 1994 are as follows:

1. Hindustan Lever Ltd.
2. Proctor and Gamble India Ltd.
3. Colgate Palmolive
4. Glaxo
5. Tata Tea and Soaps
6. Brook Bond India Ltd.
7. Nirma Chemical Works.
8. Nestle India Ltd.
9. MRF
10. Dabur

(b) No, Sir.

Ban on Telecast of Horse Racing

6524. SHRI J.S. RAJU: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that live telecast of events like horse racing were banned on Doordarshan till recently as horse racing, in particular, was deemed to be a part of gambling;

(b) whether the ban has been lifted;

(c) if not, the circumstances which led to the live telecast of 1994 Classic Indian Turf Invitation Cup, sponsored by ITC at Mahalaxmi Race Course in Bombay recently, with advantageous advertisement of ITC's products of cigarette brands, resulting in violation of two codes by telecasting horse racing and cigarette advertisements, both the items being banned on Doordarshan;

(d) whether Government propose to conduct any inquiry into the serious lapses by Doordarshan to ensure whether these were deliberate attempts to help a particular company or a fauxpass on part of Doordarshan; and

(e) if not, what are the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI K.P. SINGH DEO): (a) Yes, Sir.

(b) Yes, Sir.

(c) Does not arise.

(d) No, Sir.

(e) The coverage conformed to the extant policy/Commercial Code for Advertising on Doordarshan.

बिलासपुर स्थित आकाशवाणी और दूरदर्शन केन्द्र

6525. श्री गोविन्द राम मिरि: क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि:

(क) बिलासपुर स्थित आकाशवाणी और दूरदर्शन केन्द्रों की रेंज क्या है;

(ख) क्या इन केन्द्रों का दर्जा बढ़ाये जाने संबंधी कोई योजना विचाराधीन है; यदि हां, तो कब तक;